
UNIVERSITI SAINS MALAYSIA
In Collaboration With

Taylor's College

Second Semester Examination
Academic Session 2007/2008

April 2008

YKT 213 – Communication, Power and Conflict
Komunikasi, Kuasa dan Konflik

Duration: 3 hours
Masa: 3 jam

This examination paper consists of **THREE (3)** pages of printed materials.
Kertas peperiksaan ini mengandungi TIGA (3) muka surat yang bercetak.

Answer **Question ONE (1)** and two other questions.
Jawab Soalan SATU (1) dan dua soalan lain.

Each question carries 100 marks.
Setiap soalan bernilai 100 markah.

1. Discuss, with examples, TWO (2) of the following:

- (a) Ideological state apparatus
- (b) Liberal democracy
- (c) Transnational corporations
- (d) Moral panics
- (e) Popular culture

Bincangkan dengan contoh DUA (2) daripada yang berikut:

- (a) *Jentera ideologi negara*
- (b) *Demokrasi liberal*
- (c) *Perbadanan-perbadanan antarabangsa*
- (d) *Panik moral*
- (e) *Budaya popular*

2. Governments hinder and censor; the market liberates and democratises. Discuss this assertion in relation to the privatisation of the communications industry in Malaysia since the mid-1980s.

Kerajaan menghalang dan menapis; pasaran membebaskan dan mendemokrasikan. Bincang dakwaan ini berkaitan dasar penswastan industri komunikasi di Malaysia sejak pertengahan 1980an.

3. With examples, and through a discussion of the concepts 'coercion', 'consensus' and 'incorporation', outline what Gramsci means by 'hegemony'.

Dengan contoh dan menerusi perbincangan konsep-konsep 'paksaan', 'persetujuan' dan 'incorporation', jelaskan apa yang dimaksudkan oleh Gramsci dengan 'hegemoni'.

4. An active audience is an empowered audience. Discuss the possible strengths and weaknesses of this assertion in relation to the media-audience debate.

Audiens aktif adalah audiens yang diperkasakan. Bincangkan kekuatan dan kelemahan dakwaan ini berkaitan dengan debat tentang media dan audiens.

5. On the basis of media coverage of the 'March for Justice' (26 September, 2007), the 'Bersih' march (10 November, 2007) or the 'Hindraf' march (25 November, 2007), discuss the links between the media and the state in Malaysia. What are the implications of such links for media freedom?

Berasaskan liputan media terhadap perhimpunan 'March for Justice' (26 September, 2007), perhimpunan 'Bersih' (10 November, 2007) atau perhimpunan 'Hindraf' (25 November, 2007), bincangkan kaitan di antara media dan negara di Malaysia serta implikasi kaitan tersebut terhadap kebebasan media.